

PX 113

From: Antoinette O'Gorman <[REDACTED]@ripple.com>
Sent: Wednesday, November 22, 2017 2:20 PM
To: [REDACTED]
Subject: Fwd: Partnership / listing XRP on the 3rd largest exchange with 1M Chinese customers

FYI only - this e-mail thread seems to have taken on a life of its own!

----- Forwarded message -----

From: [REDACTED]@ripple.com>
Date: Wed, Nov 22, 2017 at 12:52 PM
Subject: Re: Partnership / listing XRP on the 3rd largest exchange with 1M Chinese customers
To: Brad Garlinghouse <[REDACTED]@ripple.com>
Cc: [REDACTED]@ripple.com>, Patrick Griffin <[REDACTED]@ripple.com>, [REDACTED]@ripple.com>, Antoinette O'Gorman <[REDACTED]@ripple.com>, [REDACTED]@ripple.com>

Perhaps it is overcomplicating. [REDACTED] is going to run point in working with Miguel, Dinuka and [REDACTED] for visibility into new exchanges being onboarded so we are equipped to make the best of these relationships.

On Wed, Nov 22, 2017 at 12:34 PM, Brad Garlinghouse <[REDACTED]@ripple.com> wrote:

> [REDACTED]
> is there more data behind your comment that Huobi carries a negative
> reputation? I'm aware they may have a pending fine from PBOC... but
> as a company that has endured it's own regulatory / compliance fine,
> I'm careful to not assume too much. From what I know they are a
> credible exchange as measured by the fact that they are top 10 in the world for crypto volume.
>
> I just read the document Monica put together. [REDACTED] owns listing
> announcements. At this point I don't expect any press to write about
> XRP listings - unless maybe it's coinbase or gemini. But we still
> want the community to be aware -yes?
>
> I still feel like I'm missing something... and that we are taking
> something relatively simple and making it complicated.
> To your point about 'what's coming' - to whom are you directing that?
> I presume Patrick (by way of Miguel / Dinuka and [REDACTED] own that
> pipeline?)
>
>
>
>
>
> On Wed, Nov 22, 2017 at 2:18 PM [REDACTED]@ripple.com> wrote:
>
>> All - my two cents:
>>

>> - Always in favor of moving the dial with XRP - as you know.
 >> - I understand that this exchange carries a negative reputation and
 >> there is pending administrative punishment/fine from PBOC, China's
 >> financial regulator, reportedly for AML and possibly other issues. @Patrick
 >> - I know that AoG has voiced her concerns. I'm not privy to the
 >> conversations - but if you are confident that Ripple or XRP won't get
 >> caught up in it, let's roll.
 >> - We have experienced a recent instance where an exchange rushed to
 >> market with XRP and skipped integration steps which resulted in missing XRP
 >> for their customers (not Ripple's fault but also a negative experience).
 >> For this reason - Monica rolled out a process and checklist
 >> [REDACTED]
 >> for exchange listings/announcements.
 >>
 >> All ducks are lined up? If so - let's put out the tweets. I'm also
 >> happy to add to the "how to buy XRP" page on Ripple.com.
 >>
 >> Lastly, in future - let's have visibility into what's coming down the
 >> pike so that we can promote "to the moon."
 >>
 >> Happy Thanksgiving.
 >> [REDACTED]
 >>
 >> On Wed, Nov 22, 2017 at 11:36 AM, [REDACTED]
 >> <[REDACTED]@ripple.com>
 >> > wrote:
 >>
 >>> Hi Patrick just left a voicemail. If everyone's on board I'm all
 >>> for some marketing promotion. Don't want to be a bottleneck here.
 >>>
 >>> [REDACTED] I'll follow-up separately to make sure that we're all lined
 >>> up for some promotion. Like Brads idea on the Tweet!
 >>>
 >>> Moving forward I'll work more closely with BD to understand the
 >>> pipeline for exchanges. That way we can be ahead of announcements
 >>> and make sure we can make the biggest impact possible.
 >>>
 >>> [REDACTED]
 >>>
 >>>
 >>>
 >>> Sent from my iPhone
 >>>
 >>> On Nov 22, 2017, at 12:31 PM, Patrick Griffin <[REDACTED]@ripple.com>
 >>> wrote:
 >>>
 >>> I'm very open to it and do not see any downside scenario on the
 >>> business front that we can't manage. I've asked [REDACTED] to give me a
 >>> call to talk me through any scenario that I am not appreciating.
 >>> Until then, I welcome any input from the group.
 >>>
 >>> (I like the tweet fwiw!)

>>>
>>> Patrick
>>>
>>> —
>>> Patrick Griffin
>>> SVP Business Development
>>> Ripple Inc.
>>>
>>>
>>>
>>>
>>> On Wed, Nov 22, 2017 at 1:27 PM, Brad Garlinghouse [REDACTED]@ripple.com>
>>> wrote:
>>>
>>>> adding [REDACTED] and A'OG, [REDACTED]
>>>>
>>>> Sparing Monica ;)
>>>>
>>>> PG, thanks for forwarding.
>>>> Ultimately, this is your call. Compliance and legal are here to
>>>> help you (as the business owner) understand risk. It's your job to
>>>> allocate risk. Team marketing is also here to support your efforts
>>>> and strategy - and give you good counsel.
>>>>
>>>> Clearly one of our efforts / strategies has been to get XRP listed
>>>> on more exchanges. (top of mind it's one of your OKR's for the
>>>> quarter!?)
>>>>
>>>> I think we want to share with the world anytime another exchange
>>>> (particularly when it's the third largest exchange in China) is
>>>> listing XRP. The community wants to know it's important to us and
>>>> there is forward progress. To be clear, I am not suggesting the
>>>> language of a tweet would 'endorse' Huobi - but to simply tweet out
>>>> and draw attention to the fact that XRP continues to get listed at
>>>> more exchanges - well, that is just a statement of fact.
>>>>
>>>> Are there risks here I'm not seeing?
>>>> Are you worried that Huobi would be upset? Presumably they would
>>>> be happy to get the extra attention.
>>>>
>>>> How about I tweet this:
>>>> Holiday, schmoloday! Team Ripple is absolutely committed to
>>>> building XRP liquidity - and in that context very excited to share
>>>> that Houbi (3rd largest exchange in China) is listing BTC / XRP tomorrow on Huobi Pro.
>>>>
>>>> And now that I read the whole thread - per Patrick's point - maybe
>>>> there is a tweet storm announcing the other China listings?
>>>>
>>>>
>>>>
>>>>
>>>> On Wed, Nov 22, 2017 at 12:04 PM, Patrick Griffin

>>>> [REDACTED]@ripple.com>
>>>> wrote:
>>>>
>>>>> Just FYI on status re: a decision to Tweet or not to Tweet.
>>>>>
>>>>> pg
>>>>>
>>>>> —
>>>>> Patrick Griffin
>>>>> SVP Business Development
>>>>> Ripple Inc.
>>>>>
>>>>>
>>>>>
>>>>>
>>>>> ----- Forwarded message -----
>>>>> From: [REDACTED]@ripple.com>
>>>>> Date: Wed, Nov 22, 2017 at 12:03 PM
>>>>> Subject: Re: Partnership / listing XRP on the 3rd largest exchange
>>>>> with 1M Chinese customers
>>>>> To: Patrick Griffin <[REDACTED]@ripple.com>
>>>>>
>>>>>
>>>>> Checking in with Antoinette on our Compliance coverage here.
>>>>> Unfortunately Huobi's a little bit of a different exchange since
>>>>> we've already considered them in the past prior to their scandal
>>>>> with client funds
>>>>> <<https://qz.com/1059179/huobi-and-okcoin-chinas-two-biggest-bitcoin-btc-exchanges-were-themselves-to-150-million-in-idle-client-funds/>>.
>>>>> Want to be careful here especially as we consider China as a key
>>>>> corridor for us in 2018. Passed along the process for approving
>>>>> exchanges
>>>>> [REDACTED]
>>>>> [REDACTED]
>>>>> to Compliance, and will work with [REDACTED] Miguel/ [REDACTED] to make sure we
>>>>> can get ahead of these listings moving forward.
>>>>>
>>>>> TLDR - not yet, but keep you posted with updates!
>>>>>
>>>>> [REDACTED]
>>>>>
>>>>> On Wed, Nov 22, 2017 at 10:59 AM, Patrick Griffin
>>>>> <[REDACTED]@ripple.com>
>>>>> wrote:
>>>>>
>>>>>> Is there a tweet storm on the horizon here?
>>>>>>
>>>>>> —
>>>>>> Patrick Griffin
>>>>>> SVP Business Development
>>>>>> Ripple Inc.
>>>>>>

>>>>>

>>>>>

>>>>>

>>>>> On Wed, Nov 22, 2017 at 11:11 AM, [REDACTED]

>>>>> [REDACTED]@ripple.com> wrote:

>>>>>

>>>>> Sure will start getting this circulated.

>>>>>

>>>>> [REDACTED] lets check in off of this email on all upcoming exchange
>>>>> listings. In order to make sure we can support from Marketing
>>>>> we'll need to get final sign-offs from Compliance/Legal. Let's
>>>>> chat more this next week in our 1-on-1.

>>>>>

>>>>> [REDACTED]

>>>>>

>>>>> On Wed, Nov 22, 2017 at 9:09 AM, [REDACTED]

>>>>> [REDACTED]@ripple.com>

>>>>> wrote:

>>>>>

>>>>> [REDACTED]

>>>>>

>>>>> Can you confirm all sign-offs (including compliance) per this
>>>>> process?

>>>>>

>>>>> [REDACTED]

>>>>>

>>>>>

>>>>>

>>>>> On Nov 22, 2017, at 7:47 AM, [REDACTED]

>>>>> [REDACTED]@ripple.com>

>>>>> wrote:

>>>>>

>>>>> Hi [REDACTED]

>>>>>

>>>>> There were some issues around PR'ing this given that **Huobi** got
>>>>> in trouble/was fined for taking customer funds to invest in
>>>>> high-yield, risky investments in the last couple of months.

>>>>>

>>>>> Do we know if the heat around them has died down?

>>>>>

>>>>> My inclination is not to promote because their reputation is a
>>>>> bit contentious, but welcome others' PoV.

>>>>>

>>>>> [REDACTED]

>>>>> Corporate Communications | Ripple [REDACTED]@ripple.com

>>>>> [image: Inline image 1]

>>>>>

>>>>> On Wed, Nov 22, 2017 at 7:18 AM, [REDACTED]

>>>>> [REDACTED]@ripple.com> wrote:

>>>>>

>>>>> Moving Monica to BCC since she's on PTO and hopefully not
>>>>> seeing this email until Friday :-)

>>>>>>>> [REDACTED]
>>>>>>>> [REDACTED]
>>>>>>>> Looks like Huobi <<https://coinmarketcap.com/exchanges/huobi/>>
>>>>>>>> (one of the largest exchanges) is getting ready to list XRP on
>>>>>>>> Huobi.pro based in Singapore. Are we able to provide some
>>>>>>>> boosting on social, or release our own Tweet? No PR needed
>>>>>>>> here since it's a holiday and such quick turnaround.
>>>>>>>> [REDACTED]
>>>>>>>> On Wed, Nov 22, 2017 at 8:00 AM, Patrick Griffin <
>>>>>>>> [REDACTED]@ripple.com> wrote:
>>>>>>>>
>>>>>>>> Are they doing any announcement? Are we supporting via tweet
>>>>>>>> or anything?
>>>>>>>>
>>>>>>>> +Monica since Brad pushed me on this.
>>>>>>>>
>>>>>>>> On Nov 22, 2017, at 12:15 AM, [REDACTED]@ripple.com>
>>>>>>>> wrote:
>>>>>>>>
>>>>>>>> FYI:
>>>>>>>>
>>>>>>>> Sent from my iPhone
>>>>>>>>
>>>>>>>> Begin forwarded message:
>>>>>>>>
>>>>>>>> *From:* [REDACTED]@ripple.com>
>>>>>>>> *Date:* November 22, 2017 at 5:12:17 PM GMT+9
>>>>>>>> *To:* [REDACTED]@ripple.com>
>>>>>>>> *Cc:* [REDACTED]@ripple.com>, Miguel Vias <
>>>>>>>> [REDACTED]@ripple.com>, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com>, [REDACTED]@ripple.com>, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com>
>>>>>>>>
>>>>>>>> *Subject:* *Re: Partnership / listing XRP on the 3rd largest
>>>>>>>> exchange with 1M Chinese customers*
>>>>>>>>
>>>>>>>> Hi all,
>>>>>>>> Just got a message from Huobi that they plan to list XRP
>>>>>>>> tomorrow on their crypto to crypto exchange (Huobi.pro) based in Singapore.
>>>>>>>>
>>>>>>>> [REDACTED] pls share with the marketing team.
>>>>>>>>
>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> Sent from my iPhone
>>>>>>>>
>>>>>>>> On Nov 21, 2017, at 11:25 AM, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com> wrote:
>>>>>>>>

>>>>>>>> Keep me posted on the results of the due diligence. Would
>>>>>>>> love to offer some support on launching from the Marketing
>>>>>>>> side of things, but will have to wait on a final review by Monica when she's back in next week.
>>>>>>>>
>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> On Mon, Nov 20, 2017 at 4:56 PM, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com>
>>>>>>>> wrote:
>>>>>>>>
>>>>>>>> Hi [REDACTED]
>>>>>>>> They initially planned to list XRP on Nov 20th, but I
>>>>>>>> suggested to them that they slow down and receive proper technical training etc.
>>>>>>>> after going through our due diligence process. They are now
>>>>>>>> going through the due diligence process, and once it's done,
>>>>>>>> I'll put you in touch with their engineers, who I heard are based in SF.
>>>>>>>>
>>>>>>>> Flying drone! :)
>>>>>>>>
>>>>>>>> [REDACTED]
>>>>>>>>
>>>>>>>> On Tue, Nov 21, 2017 at 2:50 AM, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com>
>>>>>>>> wrote:
>>>>>>>>
>>>>>>>> The deck says "list XRP by Nov 20". Doesn't appear to be
>>>>>>>> on the site already.
>>>>>>>>
>>>>>>>> They seem like a serious bunch (see screenshot, esp the
>>>>>>>> little guy flying a drone!)
>>>>>>>>
>>>>>>>>
>>>>>>>>
>>>>>>>> --
>>>>>>>> [REDACTED]
>>>>>>>> Integration Engineer | Ripple [REDACTED]@ripple.com |
>>>>>>>> ripple.com/technology
>>>>>>>> PGP: 565F A26A 63B9 FC31 890F 897B 881E 6C43 36D4 84B3
>>>>>>>>
>>>>>>>>
>>>>>>>> On Sun, Nov 19, 2017 at 3:09 PM, [REDACTED]
>>>>>>>> [REDACTED]@ripple.com>
>>>>>>>> wrote:
>>>>>>>>
>>>>>>>> FYI, a Chinese exchange named ZB.com has approached me and
>>>>>>>> said they are going to list XRP on their exchange outside
>>>>>>>> of mainland China this week. See more details in the
>>>>>>>> attached deck. I was trying to meet someone there in HK
>>>>>>>> last week but couldn't. I'll try to find time to talk today and keep you all posted.
>>>>>>>>
>>>>>>>> [REDACTED] like other Chinese exchanges including OKex and
>>>>>>>> Huobi, they are seeking marketing partnership with us.)

>>>>>>>>>>>>>>>>

>>>>>>>>>> Sent from my iPhone

>>>>>>>>>>>>>>>>

>>>>>>>>>> Begin forwarded message:

>>>>>>>>>>>>>>>>

>>>>>>>>>> *From:* [REDACTED]@gmail.com>

>>>>>>>>>> *Date:* November 19, 2017 at 7:10:43 AM GMT+9

>>>>>>>>>> *To:* [REDACTED]@ripple.com>

>>>>>>>>>> *Subject:* *Re: Partnership / listing XRP on the 3rd
largest exchange with 1M Chinese customers*

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Hi [REDACTED]

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Hope you have had a great time in HK!

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> I am sorry I couldn't manage to make the meeting happen.
>>>>>>>>>>>>>>>> But I put some information about ZB and the plan to list
>>>>>>>>>>>>>>>> XRP on the coming Monday together.

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> I just wonder if you could have a look and see if we could
>>>>>>>>>>>>>>>> have a phone call about it?

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Many thanks!

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Best,
[REDACTED]

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> On Wed, Nov 15, 2017 at 9:55 PM, [REDACTED]
[REDACTED]@gmail.com> wrote:

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Hi [REDACTED]

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Thanks for the prompt reply! Yes, they are now outside of
>>>>>>>>>>>>>>>> China.

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> I am talking to them and see if they can meet you in HK.
>>>>>>>>>>>>>>>> Will keep you posted.

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> I worked in HK for two years, love there :) Enjoy your stay!
>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Cheers,
[REDACTED]

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> On Wed, Nov 15, 2017 at 9:25 PM [REDACTED]
[REDACTED]@ripple.com> wrote:

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Hi [REDACTED]

>>>>>>>>>>>>>>>>

>>>>>>>>>>>>>>>> Thanks for your email.
>>>>>>>>>>>>>>>> Where is ZB.com located? Given the recent ban on

>>>>>>>>>>>> exchanges in China, I assume they are located outside of
>>>>>>>>>>>> China? I am visiting HK today and tomorrow. In case they
>>>>>>>>>>>> happen to be located in HK, I could meet f2f too.
>>>>>>>>>>>>
>>>>>>>>>>>>
>>>>>>>>>>>>
>>>>>>>>>>>> Sent from my iPhone
>>>>>>>>>>>>
>>>>>>>>>>>> On Nov 16, 2017, at 11:14 AM,
>>>>>>>>>>>> @gmail.com> wrote:
>>>>>>>>>>>>
>>>>>>>>>>>> Hi
>>>>>>>>>>>>
>>>>>>>>>>>> I am writing to thank you for hosting a meeting with us
>>>>>>>>>>>> recently. All members of the delegation had a great time at your office.
>>>>>>>>>>>>
>>>>>>>>>>>> Besides that, the head of 3rd largest exchange in China,
>>>>>>>>>>>> ZB.com, is asking me to contact you about building
>>>>>>>>>>>> partnership and community in China and list XRP on their
>>>>>>>>>>>> international exchange.
>>>>>>>>>>>>
>>>>>>>>>>>> I am preparing a detailed introduction of ZB.com and can
>>>>>>>>>>>> share more information.
>>>>>>>>>>>>
>>>>>>>>>>>> I just wonder if we can schedule some time to discuss this.
>>>>>>>>>>>> Many thanks!
>>>>>>>>>>>>
>>>>>>>>>>>> Best,
>>>>>>>>>>>>
>>>>>>>>>>>>
>>>>>>>>>>>> On Tue, Oct 24, 2017 at 11:34 AM,
>>>>>>>>>>>> @ripple.com> wrote:
>>>>>>>>>>>>
>>>>>>>>>>>> Here you go!
>>>>>>>>>>>>
>>>>>>>>>>>> On Tue, Oct 24, 2017 at 9:22 AM,
>>>>>>>>>>>> @gmail.com> wrote:
>>>>>>>>>>>>
>>>>>>>>>>>> Thanks,
>>>>>>>>>>>>
>>>>>>>>>>>> Can you please attach the deck again?
>>>>>>>>>>>>
>>>>>>>>>>>> Best,
>>>>>>>>>>>>
>>>>>>>>>>>>
>>>>>>>>>>>> On Tue, Oct 24, 2017 at 1:41 PM,
>>>>>>>>>>>> @ripple.com> wrote:
>>>>>>>>>>>>
>>>>>>>>>>>> Hi
>>>>>>>>>>>>
>>>>>>>>>>>> Here is the presentation deck for your reference.
>>>>>>>>>>>>

>>>>>>>>>>>>>>>>>>>>>> When you arrive at the lobby of our building, please
>>>>>>>>>>>>>>>>>>>>>> let your name and that you are visiting Ripple, and
>>>>>>>>>>>>>>>>>>>>>> come up to the M floor, where our company lobby is.

>>>>>>>>>>>>>>> Thanks,

>>>>>>>>>>> On Mon, Oct 23, 2017 at 5:11 PM,

[illegible]

>>>>>>>>>>>>>>>>> Hi

[illegible][illegible]

>>>>>>>>>>>>>>> Best,

[illegible][illegible]

```
>>>>>>>>>>>>>>> Hello
```

>>>>>>>>>>>>>>> Just want to doublecheck that your team will be
>>>>>>>>>>>>>>> visiting our office at 4pm on Wed as scheduled?

[illegible]

>>>>>>>>>>>>>>>>> Thanks

[illegible][illegible][illegible]

>>>>>>>>>>>>>>> Hi [REDACTED] can we do 50/50? Some of them are also
>>>>>>>>>>>>>>> investors, I think they will be interested in the solution. Thanks!

[illegible][illegible]

```
>>>>>>>>>>>>>>>>>>> Ripple has two parts of businesses; cryptocurrency  
>>>>>>>>>>>>>>>>>>> related and enterprise blockchain software for banks.
```

```
>>>>>>>>>>>>>>>>>>>>> Given the audience list, I assume that they are  
>>>>>>>>>>>>>>>>>>>>> more interested in hearing about cryptocurrency (XRP)?
```


[illegible]

[illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible]

>>>>>>>>>>>>>>>>>>> We could host you for lunch starting at
>>>>>>>>>>>>>>>>>>> noon, and then do a presentation.
>>>>>>>>>>>>>>>>>>> Let me know if that would work for your group.

[illegible][illegible][illegible][illegible]

>>>>>>>>>>>>>>>>>>>>>> How much time do you expect us to host your
>>>>>>>>>>>>>>>>>>>>>> group for? 1hr presentation + 30min networking session?

[illegible]

[illegible]

[illegible]

[illegible]

>>>>>

>>>>>

>>>>

>>>

>>

>>

>> --

>> [REDACTED]

>> Director of Audience Marketing | Ripple [REDACTED]@ripple.com |

>> ripple.com

>>

>

>

--

[REDACTED]

Director of Audience Marketing | Ripple

[REDACTED]@ripple.com | ripple.com

--

Antoinette O'Gorman

Chief Compliance Officer | Ripple

[REDACTED]@ripple.com | ripple.com